



**Susan Gouveia**

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**From:** Lashway, Lisa  
**Sent:** Wednesday, February 26, 2014 1:23 PM  
**To:** Canning, Sean  
**Cc:** Susan Gouveia  
**Subject:** Correspondence - FW: New Jersey Electricity Aggregation Outlook: Shop Rates On Your Own vs. Opt-Out Aggregation - Who Wins?  
**Attachments:** New Jersey Aggregation Outlook Part 3.pdf

Correspondence –

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**From:** Joe Mangano [mailto:joe.m@agelc.com]  
**Sent:** Wednesday, February 26, 2014 10:14 AM  
**Cc:** Jeff Haarmann; Jordan Haarmann; Joe Mangano; Ross Calliott AGE  
**Subject:** New Jersey Electricity Aggregation Outlook: Shop Rates On Your Own vs. Opt-Out Aggregation — Who Wins?

**Please forward this important information to your Mayor, Councilman, or Committee Chairs.**

## Our View

JCP&L Default Rate: 10.54 c/kwh

Individual Choice Rates 9.99 c/kwh

### JCP&L Communities with Opt-Out Aggregation Rates:

- Plumsted, NJ 8.603 c/kwh
- Toms River, NJ 9.15 c/kwh
- Monroe Twnshp 8.35 c/kwh

\*Similar savings are available for communities in the PSEG, Rockland Electric and ACE utility zones.

It really is this simple: As suppliers such as ConEd Solutions, Constellation, First Energy Solutions and others compete for entire communities who choose to aggregate in bulk,

**THE WINNER IS THE CUSTOMER!**

Affordable Gas & Electric's consulting services come at no direct out of pocket expense to the City or residents of your community. When an ordinance is approved and a lower electricity rate offered by a qualified supplier is selected by City officials, then, and only then, are we compensated by the winning bidder. We invest our time and effort in educating residents to insure passage, then rely on our supplier relationships to bring great rates to the residents of your community.

# New Jersey Electricity Aggregation Outlook: Shop Rates On Your Own vs. Opt-Out Aggregation — Who Wins?

Part 3 of 5 Part Series February 26, 2014

## Competitively Bid Aggregation Electric Rates Are 15% to 25% Less Than Those Offered On An Individual Shopping Basis

New Jersey residents can choose from a multitude of electricity suppliers that offer supply rates below the default utility rates in JCP&L's utility service area. The question for many becomes: What is the most effective way to choose a supplier and get the best deal?

We've learned from the likes of Costco that buying in bulk allows Costco to negotiate bulk wholesale prices making it difficult for others to compete against them on a retail level.

We've also learned that when companies compete

for business, consumers generally win. Consider an interstate exit where there is one gas station versus an exit with multiple stations. Where are prices generally lower?

Residential electricity aggregation is similar in that it combines the bulk purchasing power of the masses with competitive bidding from qualified electricity suppliers who desire to capture thousands of customers at one time, instead of one customer at a time.

It is simple; the cost of acquisition is much less expensive for suppliers

when securing customers through aggregation.

Additionally, when a supplier wins a bid for an entire community, other suppliers know they are not likely to compete with the winning bidder's rate on an individual basis. That means if a supplier wants to capture your resident's electricity supply business, they had better bring their "A+" rate to the table or risk missing out all together.

**Who wins?**  
Your residents!

**Who chooses this option?**

Your residents will

**A Five Part Series**

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The bidding process we facilitate secures a "guaranteed fixed rate" over a typical period of 24-36 months in length. This provides rate security in the face of rising electricity costs. The suppliers mentioned above have all expressed interest in bidding for our aggregation communities.

If you would like hear more about Electricity Aggregation, including comments from various suppliers who will bid, please click on the orange button and register for our free webinar.

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## A Five Part Series Featuring The Following Topics:

- Momentum is Building
- NJ Law Encourages Aggregation
- Shop on Your Own vs. Aggregation Rates—Who Wins In Each Scenario?
- The Fastest Way To Keep Door To Door Sales Teams OUT of Your Community!!
- Why A Broker Makes Electricity Aggregation Successful



[Click To Join Our Free Webinar](#)  
March 4, 7PM

[Panelists Include Suppliers Who Desire To Bid](#)

Or email [info@agellc.com](mailto:info@agellc.com) to request more information